

**Dienger, Whitney**

**From:** Jacobs, Sarah  
**Sent:** Friday, October 26, 2012 9:15 AM  
**To:** Dienger, Whitney  
**Subject:** FW: URGENT MGKDS WKRC

**From:** Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]  
**Sent:** Friday, October 26, 2012 9:12 AM  
**To:** Jacobs, Sarah  
**Subject:** RE: URGENT MGKDS WKRC

GOOD

**From:** Jacobs, Sarah [mailto:SJacobs@local12.com]  
**Sent:** Friday, October 26, 2012 9:10 AM  
**To:** Whitney Eversole  
**Cc:** Dienger, Whitney  
**Subject:** URGENT MGKDS WKRC  
**Importance:** High

Chabot:

N/A 10/25 6pm at \$650 & 10/26 6pm at \$650.  
 MKGD 1x 6pm 10/29 at \$1200 (P2), 1x 5am 10/29 at \$100 (P4)

Mandel bookend :15s

N/A 1x LN Th 10/25 @ \$1100.  
 Mkgd 1x Big East Sat 10/27 \$750, 1x Andersen 10/29 at \$350 (P2)

Mandel :30s

N/A 1x 10/28 CBS this Morning @\$450, 1x 10/28 Face the Nation @\$350.  
 Mkgd 2x Andersen w/o 10/29 at \$350 each (P2) and 1x 5am News 10/29 @\$100 (P4). *Wait 0 AS 3-30A*  
*10/29-10/30 dte. to end date*

Mandel Kennedy

N/A 1x 10/25 6pm @\$650.  
 Mkgd 430-5pm on 10/29 @\$650 (P2)

10/26/2012

ORDER



**Orders**  
**Order / Rev:** 67949  
**Alt Order #:**  
**Product Desc:** 3053 Us Senate  
**Estimate:** 3053  
**Flight Dates:** 10/24/12 - 10/30/12  
**Original Date / Rev:** 10/23/12 / 10/26/12  
**Order Type:** GENERAL

Local 12 WKRC-TV  
LSM LSM  
CVG  
Local

Primary AE:  
Sales Office:  
Sales Region:

**Agency**  
**Name:** Strategic Media Placement  
**Buying Contact:**  
**Billing Contact:**  
7669 Stagers Loop  
Delaware, OH 43015

Billing Type: Cash  
Billing Calendar: Broadcast  
Billing Cycle: EOM/EOC  
Agency Commission: 15%

**Advertiser**  
**Name:** Josh Mandel fo OHio US Senate  
**Demographic:** HH  
**Product Codes:** US Senate  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

New Business Thru:  
Order Separation: 00:10:00  
Advertiser External ID:  
Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	41	\$34,875.00	\$29,643.75
10/29/12	10/30/12	22	\$15,700.00	\$13,345.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	41	\$34,875.00	\$29,643.75	0.00
November 2012	22	\$15,700.00	\$13,345.00	0.00
<b>Totals</b>	<b>63</b>	<b>\$50,575.00</b>	<b>\$42,988.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	40%	\$50,575.00
Market	100%	\$126,437.50

Competitive Share	Share	Total
EKRC	1%	\$1,264.38
UNKWN	59%	\$74,598.12
WCPO	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	10/24/12	10/30/12	5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM	11111--	:30	5	\$250.00	P-3	0.00	NM	5	\$1,250.00
5a Good Morn Cincinnati (5:30 AM-6:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	--111--	3	\$250.00	0.00								
Week:		10/29/12	11/04/12	11-----	2	\$250.00	0.00								
N 2	WKRC	10/24/12	10/30/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	11111--	:30	5	\$325.00	P-3	0.00	NM	5	\$1,625.00
6a Good Morn Cincinnati (6:00 AM-6:30 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	--111--	3	\$325.00	0.00								
Week:		10/29/12	11/04/12	11-----	2	\$325.00	0.00								
N 3	WKRC	10/24/12	10/30/12	6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM	11111--	:30	5	\$325.00	P-3	0.00	NM	5	\$1,625.00



Advertiser: Josh Mandel fo Ohio US Senate

Order / Rev: 67949

Product Desc: 3053 Us Senate

**Local 12 WKRC-TV**

Estimate: 3053

Flight Dates: 10/24/12 - 10/30/12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5p Local 12 News at Five															
5p Local 12 News at Five (5:30 PM-6:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	10/22/12	10/28/12	--111--	3	\$900.00	0.00								
	Week:	10/29/12	11/04/12	11-----	2	\$900.00	0.00								
N 14	WKRC	10/24/12	10/30/12	6p Local 12 News at SixCM	6p-630p	11111--	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00	
6p Local 12 News at Six															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	10/22/12	10/28/12	--111--	3	\$1,200.00	0.00								
	Week:	10/29/12	11/04/12	11-----	2	\$1,200.00	0.00								
N 15	WKRC	10/27/12	10/27/12	Big East Football	CM	12p-330p	-----1-	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
Big East Football															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	10/22/12	10/28/12	-----1-	1	\$750.00	0.00								
N 16	WKRC	10/28/12	10/28/12	630p Local 12 News SunCM	630p-7p	-----1	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00	
630p Local 12 News Sun															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	10/22/12	10/28/12	-----1	1	\$450.00	0.00								
N 17	WKRC	10/24/12	10/30/12	M-F 730p-8p	CM	730p-8p	11111--	:30	5	\$400.00	P-4	0.00	NM	5	\$2,000.00
M-F 730p-8p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	10/22/12	10/28/12	--111--	3	\$400.00	0.00								
	Week:	10/29/12	11/04/12	11-----	2	\$400.00	0.00								
N 18	WKRC	10/27/12	10/27/12	Sa Prime Access RotatoCM	7p-8p	-----1-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00	
Sa Prime Access															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	10/22/12	10/28/12	-----1-	1	\$350.00	0.00								
N 19	WKRC	10/24/12	10/30/12	11p M-F Local 12 News CM	11p-1135p	11111--	:30	5	\$1,100.00	P-3	0.00	NM	5	\$5,500.00	
11p M-F Local 12 News 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	10/22/12	10/28/12	--111--	3	\$1,100.00	0.00								
	Week:	10/29/12	11/04/12	11-----	2	\$1,100.00	0.00								
N 20	WKRC	10/27/12	10/27/12	11p Sa-Su Local 12 NwsCM	11p-1135p	-----1-	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00	
11p Sa-Su Local 12 Nws 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	10/22/12	10/28/12	-----1-	1	\$1,100.00	0.00								
N 21	WKRC	10/28/12	10/28/12	11p Sa-Su Local 12 NwsCM	11p-1135p	-----1	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00	
11p Sa-Su Local 12 Nws 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	10/22/12	10/28/12	-----1	1	\$1,100.00	0.00								
N 22	WKRC	10/30/12	10/30/12	Tue Reg 1	CM	8p-9p	-1-----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
Tue Reg 1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	10/29/12	11/04/12	-1-----	1	\$3,500.00	0.00								
N 23	WKRC	10/24/12	10/24/12	Wed Reg 2	CM	9p-10p	--1----	:30	1	\$3,200.00	P-3	0.00	NM	1	\$3,200.00
Wed Reg 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	10/22/12	10/28/12	--1----	1	\$3,200.00	0.00								
N 24	WKRC	10/25/12	10/25/12	Thu Reg 1	CM	8p-9p	---1----	:30	1	\$3,800.00	P-3	0.00	NM	1	\$3,800.00
Thu Reg 1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	10/22/12	10/28/12	---1----	1	\$3,800.00	0.00								
N 25	WKRC	10/28/12	10/28/12	Sun Reg 1	CM	7p-8p	-----1	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
Sun Reg 1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	10/22/12	10/28/12	-----1	1	\$3,000.00	0.00								
N 26	WKRC	10/28/12	10/28/12	AFC Regular Season	CM	1:00 PM-4:00 PM	-----1	:30	1	\$2,600.00	P-4	0.00	NM	1	\$2,600.00
AFC Regular Season															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	10/22/12	10/28/12	-----1	1	\$2,600.00	0.00								

67949

Local 12 WKRC-TV

Estimate: 3053

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 26	WKRC	10/28/12	10/28/12	AFC Regular Season	CM	1:00 PM-4:00 PM	-----1	:30	1	\$2,600.00	P-4	0.00	NM	1	\$2,600.00
				AFC Regular Season		(1:00 PM-4:00 PM)									
Totals														63	\$50,575.00